

THE PACKARD MOTOR CAR COMPANY RESUMES PRODUCTION OF CARS AND TRUCKS



ANNOUNCEMENT
that the famous Twin-Six Packards are to be available shortly after the first of the year, is welcome news to Packard dealers and to thousands of waiting purchasers.

Events of the past year have done more than any words of ours could do to fix Packard ascendancy in the minds of the thinking men of the world.

The principle of the Packard Twelve-Cylinder Engine is established before all men as the most advanced and practical development in modern motor construction.

Getting Back Into Production

When the Packard concern stopped making passenger cars and went on 100% war-work, it had on hand finished parts to the value of six million dollars.

These parts were all of the finest material, finished in the careful painstaking way of the Packard organization. No compromise on quality, no slightest lowering of standards owing to difficulties in the material situation or the speeding-up process.

Whatever the pressure or conditions, this organization knows but one standard of quality, and that is the best.

It will be clear to all that the possession of this stock of finished parts enables us to resume production more quickly and smoothly than otherwise would be possible.

No Change in Packard Prices

Packard prices are based on cost of material. There was no rise in Packard prices during the war period based on what the traffic would bear. There is no lowering of quality and consequently no leeway for reduction of price at this time.

It is not easy for the motor car owner to

detect reduced quality in cars, in time to compare it with a quoted price.

Packard responsibility for the service the car gives is the best insurance a car owner can have. One reason this insurance means so much is the fact that the Packard Company produces a greater proportion of all the parts that enter into its car than any other automobile concern in America.

You cannot well have responsibility without authority. And just to the extent that a maker depends on factors outside of his control, must he contend with varying standards of quality and impair the authoritative nature of his guarantee.

Packard Trucks for Immediate Delivery

Packard truck production has been continuous. The only change from 100% war-work is that formerly the Government took practically the full production, and now part of the production is available for the public.

The Packard truck building organization is the finest in the world. We have kept it free from the demoralization of hasty processes and the over-strain of high-pressure production.

If anything, it has been strengthened and improved during the war period, and the standards of material and workmanship even more rigidly maintained.

New Efficiency Test for Packard Trucks

Another Packard truck efficiency test is scheduled to start February 1st, 1919, for the purpose of teaching truck owners and operators to reduce transportation costs and relieve freight cars, to save gasoline, to save time, to save repairs.

Prize money aggregating \$17,600.00 has been provided. Prizes will not only be given to drivers, but also to accountants and shipping clerks, in order to emphasize the fact that truck efficiency is a matter of the whole approach, to, and treatment of, the trans-

portation question—the right truck, the right size truck for your average load, the way the truck is handled, and what you have a right to expect from its service.

Packard Aircraft for Commercial or Passenger Purposes

Since hostilities ceased, business America has not had time to standardize its aircraft needs. The Packard Company is not making a stock airplane, but has a department to execute special orders, or to advise and figure with Transportation Companies, the Government, or private individuals.

As originators of the motor from which the Liberty Motor was made, and as producers of the most advanced type of airplanes for the Government, the Packard Aircraft Engineering Department may be said to be in position of first authority and to offer the most complete and practical department now available for the development of airplanes in this country.

The Packard Organization as Transportation Specialists

Whether of passenger or freight, and whether by highroad or air-route, this whole question of transportation is one we are treating with intensive specialization.

What with problems of reconstruction, the certain and enormous expansion of business, the additional strain on already over-taxed and inadequate railroads—with no immediate prospect of railway betterment—there is crying need for special study and analysis of all other factors and means of service.

No subject before the business world is of more vital importance. It is one too often thought of in the round, and treated in vague, general terms.

As individual problems become more specific and acute, it will be found of practical help to discuss them with the Packard Company, who probably possesses more new data on transportation than any other concern in America.

“Ask the Man who Owns One”

PACKARD MOTOR CAR COMPANY, Detroit
Lone Star Motor Co., Inc.